| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 25-0402Responded to: 04 March 2025 |
| --- | --- |

Your recent request for information is replicated below, together with our response.

**I would like to know how much public money was spent on the domestic abuse advert featuring Ross Rankin which has now been dropped.**

The total costs for this specific advert was £8,156, which include all creative, development and production costs. The same-sex domestic abuse advert was one part of the wider domestic abuse campaign. The campaign has been running since December 2024 with the main advert featuring on a range of channels targeting our primary audience. The same-sex advert was a secondary piece of content and was due to run from 22nd January 2025 until 4th March 2026.

**I would also like to know who was responsible for hiring Ross Rankin for this domestic abuse advert.**

Police Scotland contracted a creative agency to produce the digital films/adverts for all of our violence against women and girls prevention campaigns. All contact with the actors is via the creative agency. Having agreed a creative route the agency identify a preferred actor. After this, Police Scotland carries out vetting checks on any actor taking part in a campaign.

**I would also like to know if any vetting was carried out on Ross Rankin before he was hired for this video and what that vetting entailed.**

The information sought is held by Police Scotland, but I am refusing to provide it in terms of Section 16(1) of the Act on the basis that the exemption set out at Section 38(1)(b) of the Act applies - Personal data.

Personal data is defined in Article 4 of the General Data Protection Regulation (GDPR) as:

‘Information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person’.

Section 38(2A) of the Act provides that personal data is exempt from disclosure where disclosure would contravene any of the data protection principles set out at Article 5(1) of the GDPR which states that:

‘Personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject’.

Article 6 of the GDPR goes on to state that processing shall be lawful only if certain conditions are met. The only potentially applicable condition is Article 6(1)(f) which states:

‘Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child’.

Whilst I accept that you may have a legitimate interest with regards the disclosure of this information, I do not agree that disclosure could be considered necessary in the circumstances.

Notwithstanding, I am further of the view that your interests are overridden by the interests or fundamental rights and freedoms of the data subjects.

On that basis, it is considered that disclosure of the information sought would be unlawful.

We can however advise, as stated above, any actor taking part in a Police Scotland campaign is vetted. Different levels of vetting are available to us and are always used proportionately for the role or service being provided.

Proportionate checks were carried out in advance of the advert’s launch, however, following our investigation into this matter, an additional level of vetting has now been introduced for anyone taking part in future campaigns.

If you require any further assistance, please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by email or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](https://www.foi.scot/appeal), by email or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.